












SPG INNOVATION CANVAS

MY TOPIC _____



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|--|---|--|--|--|
| <p>PROBLEM  2</p> <p>What's the problem (focus)?</p> | <p>SOLUTION  5</p> <p>What's the solution to your problem?</p> | <p>DISTINCTIVE FEATURE(S)  4</p> <p>Why is your idea different and noteworthy?</p> <div data-bbox="922 614 1317 927" style="border: 1px solid black; border-radius: 50%; padding: 10px; text-align: center;"><p> 1</p><p>DOES IT BENEFIT PEOPLE WITH AN SCI?</p><p>YES NO</p><p>AMONG OTHER THINGS</p></div> <p>CONCEPT  13</p> <p>Are there simple analogies?</p> | <p>UNFAIR ADVANTAGE  8</p> <p>What makes it difficult for others to copy the solution?</p> | <p>USER  3</p> <p>Who will benefit from your idea?</p> |
| <p>EXISTING ALTERNATIVES  6</p> <p>How has the problem been solved so far?</p> | <p>KEY INDICATORS  9</p> <p>Which of your measurable indicators show that the solution works?</p> | | <p>CHANNELS  7</p> <p>Which channels will be used to reach users?</p> | <p>PARTNER  10</p> <p>Who can help me?</p> |
| <p>COST STRUCTURE  12</p> | | <p>SOURCES OF INCOME  11</p> | | |